

# Choose to Lose



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# Overview

- Obesity in the Air Force
- “Choose to Lose”
- Program Elements
- Marketing
- Worksite: Home or Deployed
- Data Collection
- Relevance
- Summary

# Obesity in the Air Force

- Annual direct and indirect costs estimated at \$23.9 million and \$3.3 million, respectively, for a total of \$27.3 million.
- Direct care costs approx 7% of all annual Air Force expenditures for active duty medical care. Annual Overweight/Obesity-attributable lost workdays were estimated at 33,635.

## Reference:

Robbins, A.S., Chao, S.Y., Russ, C.R. & Fonseca, V.P. (1997). Cost of Overweight and Obesity Among Active Duty Personnel—United States Air Force. Air Force Medical Operations Agency.

# Obesity in the Air Force

- In 2007, 38% of the Active Duty personnel of the 37<sup>th</sup> Training Wing at Lackland AFB were categorized as overweight (7% obese) while 50% of the 59<sup>th</sup> Medical Wing were classified as overweight (10% obese).

# Choose to Lose

- 12-week weight loss competition
- All participants are part of a 6-member team
- Each participant is given a weight loss goal
- Point system integrated throughout worksite
- Grand Prize

# Program Elements

## Education

- Online CBT with “tasks” for points at the finish
- Located on WHMC Intranet
- Topics: Basic nutrition for weight loss, label reading, food guide pyramid, portion control, exercise, medical aspects of overweight/obesity, fad diets, etc.

## Dare to Stair

## Implemented Healthy Foods

## Labeled snack machines

# Marketing

- Marketing began 1 month prior to “kickoff”
  - Elevators (weekly)
  - Vital Signs article (WHMC newsletter)
  - Marque
  - Daily announcements (email)
  - Table tents in the dining facility
  - Orientation
  - Online “interest” survey



# Announcing New Menu Items

*NEW!*



**Breakfast**  
Turkey Sausage  
Turkey Bacon



**Lunch**  
Gardenburgers




**Salad Bar**  
Tuna Salad  
Chicken Salad  
Diced Chicken  
Canned Tuna  
Diced Chicken

**Snacks/Beverages**  
Sugar Free Jello  
Silk Soymilk




# Intranet Portal



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19-May-07   CAPT SAUNYA N. BRIGHT CHIEF FOOD PRODUCTION



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Customer Relations ▸  
External Links ▸  
Forms and Publications ▸  
Human Relations ▸  
ICDB ▸  
Medical Laboratory ▸  
News and Events ▸

**What's New** ▾  
  
 **Welcome to the 59th MDW WHMC Intranet Portal.**  
"Hospital Newsletter, Vital Signs"

**Featured** ▾  
  
 **Dining Hall Menu**   **Medical Multimedia Flight**  
Look @ what's cookin'.   Medical MultiMedia Resident Briefing  
**InfoProtect**  
Guides and useful tools to protect your information.

**My Air Force** ▾  
  
▸ AFPC  
▸ AF Portal  
▸ Air Force One Source  
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▸ FAQs  
▸ KX AFMS  
▸ Lackland DTS Help  
▸ Lackland Intranet  
▸ Lackland Leave Web  
▸ My Pay  
▸ Official U.S. Time  
▸ SGR Congressionals  
▸ Thrift Savings Plan  
▸ Virtual MPF

**My Training** ▾  


# Nutrients for Menu Items

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Dining Room

Inpatient Nutrition Care

Outpatient Nutrition Care

SUNDAY -- 13 May 07

LUNCH

[BBQ Beef Sandwich](#)

1.35

[Chicken w/ G](#)

[Boston Bake](#)

[Fettuccini](#)

[Yellow Squas](#)

[California Ble](#)

[LUNCH](#)

[Aztec Chicken & Rice Soup](#)

[Beef Pot Roast Soup](#)

[Pork Steak](#)

[Lemon Herbed Turkey](#)

[Zipity Do Da Wings](#)

Nutritional Information: BBQ Beef Sandwich

Serving Size: 1 SANDWICH

Calories: 370

Fat (gms): 12.5

Chol (mgs): 35

Sodium (mgs): 1030

DINNER

[Chicken Parmesan](#)

2.05

[Sockeye Salmon](#)

2.80

[Ziti Pasta](#)

.25

[Garlic Buttered Rice](#)

.25

[Steamed Carrots](#)

.30

[Corn](#)

.30

DAY -- 14 May 07

DINNER

[Chicken Cordon Bleu](#)

1.70

[Teriyaki Beef](#)

2.30

[Steamed Rice](#)

.10

[Vegetable Stir Fry](#)

.50

[Peas](#)

.30

# Poster

## Make the right choice **CHOOSE TO LOSE**



Watching calories, fat and sodium? You can easily identify healthier food choices by looking for this icon. Choose to Lose by selecting healthier food items throughout in vending machines and in the dining hall.

Vending machine items are identified with the Choose to Lose logo that are less than or equal to:

9 grams total fat  
2.5 grams saturated fat  
480 milligrams sodium  
300 calories

Hospital Dining Hall items are identified with the Choose to Lose logo that are less than or equal to:

Entrees: 15 grams of fat/100 mg of cholesterol  
Non-entrees: 3 grams of fat/10 mg of cholesterol

# Vending machine sticker

Make the right choice  
**CHOOSE TO LOSE**



Have no more than:

9 grams total fat  
2.5 grams saturated fat  
480 milligrams sodium  
300 calories



# Point of Service Nutrition Facts



## GARDENBURGER

Serving Size: 1 patty w/bun

Calories: 250

Fat (gm): 2

Chol (mg): 0

Sodium (mg): 490

# Worksite: Home or Deployed

*"Winning the Losing Battle"*



Watch for more info in the Vital Signs



# Worksite Year One

- Staffed by
  - 2 Dietitians, 2 Technicians, 1 Coordinator
  - Equipment: 2 scales, table, goals calculation sheets, calculators
- 250 signed up
- 90 finished program
- 532 pounds lost



# Worksite Year Two

- Dietetic Intern Project 2008
  - 2 interns
  - 6 technicians; 2 RD preceptors
- Participation
  - 434 signed up, 315 showed up, 132 finished
  - 1598 pounds lost

# Deployed

- Outpatient nutrition clinic opens Balad Air Base Sept '07
- Staffed by 2 technicians, 1 RD
- Initiated Choose to Lose
- 88 Signed Up
- 86 Finished
- 589 pounds lost

# Data Collection

- Weigh-in, pedometer points, exercise points recorded on team sheets each week
- Excel spreadsheet
  - Completely formula driven
  - Team progress sheets (given bi-monthly)

# Relevance

- DoD spends estimated \$1.1 billion/year for medical care related to excess weight & obesity

DoD \$167 million/year for non-medical costs associated with excess weight & obesity

## Reference:

Dall, T.M. et al. (2007). Cost associated with being overweight and with obesity, high alcohol consumption, and tobacco use within the Military Health System's TRICARE prime=enrolled population, *American Journal of Health Promotion*, 22(2), p. 130

# Summary

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